

Message Text

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PAGE 01 TEHRAN 05569 231249Z

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 PASS-00 /018 W

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R 231145Z JUN 77

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 3220

UNCLAS TEHRAN 5569

E.O. 11652: N/A

TAGS: BEXP IR

SUBJ: FIFTH TEHRAN INTERNATIONAL TRADE FAIR

TO: MR. SEP VAN DER LINDEN
VICE PRESIDENT, MARKETING
TURBINE POWER DIVISION
CURTISS WRIGHT CORPORATION
WOODRIDGE, NEW JERSEY

1. I UNDERSTAND THAT THE TURBINE POWER DIVISION OF CURTISS WRIGHT IS ACTIVELY CONSIDERING PARTICIPATING IN THE UMS. PAVILION AT THE FIFTH TEHRAN INTERNATIONAL TRADE FAIR THIS COMING SEPTEMBER.

2. THIS ANNUAL TRADE FAIR IS THE SINGLE-MOST IMPORTANT COMMERCIAL EVENT HELD IN IRAN. THE FAIR ATTRACTS ATTENDANCE BY TOP GOVERNMENT AND PRIVATE SECTOR OFFICIALS AND ENJOYS GOVERNMENTAL SPONSORSHIP AT THE HIGHEST LEVELS. IT IS AN EXCELLENT VEHICLE TO MAKE YOUR PRODUCT AND SERVICES KNOWN IN IRAN. LAST YEAR, 26 COMPANIES IN THE AMERICAN PAVILION AT THE FOURTH TEHRAN INTERNATIONAL TRADE FAIR REPORTED OFF-THE-FLOOR SALES OF OVER ONE MILLION DOLLARS AND PROJECTED 12-MONTH SALES OF AN ADDITIONAL 40 MILLION DOLLARS.

3. WE CURRENTLY ARE ENGAGED IN A TIGHT COMPETITIVE
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BATTLE FOR THE IRANIAN MARKET WITH GERMANY AND JAPAN, BOTH OF WHOM WILL BE WELL REPRESENTED AT THE FIFTH TEHRAN INTERNATIONAL TRADE FAIR. WE NEED TO PUT OUR OWN BEST FOOT FORWARD AND TO DO THIS WE NEED YOUR HELP. I HOPE THAT CURTISS WRIGHT WILL TAKE ADVANTAGE OF THIS OPPORTUNITY AND JOIN THE OTHER FINE U.S. COMPANIES THAT WILL PARTICIPATE IN THE AMERICAN

PAVILION. SINCERELY, WILLIAM H. SULLIVAN, AMBASSADOR
AMERICAN EMBASSY, TEHRAN.
SULLIVAN

NOTE BY OC/T: PASSED ABOVE ADDRESSEE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 23-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEHRAN05569
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770225-0076
Format: TEL
From: TEHRAN
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770625/aaaaavro.tel
Line Count: 67
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2052721
Secure: OPEN
Status: NATIVE
Subject: FIFTH TEHRAN INTERNATIONAL TRADE FAIR TO: MR. SEP VAN DER LINDEN VICE PRESIDENT, MARKETING
TAGS: BEXP, IR
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/81f6ce77-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009